



NEWS RELEASE

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Contact: Amanda Bosquez, abosquez@naleo.org
(202) 546-2536, (361) 548-6989 (cell)

Paula Valle Castanon, pvalle@naleo.org
(213) 747-7606 ext. 4414, (323) 253-6431 (cell)

Nearly 670,000 Latino Voters Registered to Cast Ballots in New Jersey General Election

NALEO Educational Fund's toll-free bilingual 1-888-VE-Y-VOTA hotline will provide Latinos with voting related information in the lead up to Election Day

Following the election, new non-partisan New Jersey Latino Gubernatorial Appointments Task Force will aim to increase the number of Latinos serving in administration positions

WASHINGTON, D.C. – Less than one month before Latino voters head to the polls in New Jersey, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund released a [profile](#) of Latino voters and candidates in the Garden State. The [analysis](#) follows the New Jersey gubernatorial debate that took place Tuesday, which NALEO Educational Fund co-sponsored along with other community groups and media outlets.

NALEO Educational Fund's [analysis](#) found that nearly 670,000 Latino voters are registered to cast ballots this November in New Jersey. With Latinos comprising more than one of every 10 registered voters (12 percent) in the state, the Latino electorate is poised to play a critical role in the outcome of races for Governor, Lt. Governor and the state legislature this year.

Key Findings in the Profile of Latino Voters and Candidates in New Jersey

- **Latino Electorate:** Nearly 670,000 New Jersey Latinos are registered to cast ballots this November, comprising 12 percent of all registered voters in the state.
- **Latino Population:** New Jersey is home to nearly 1.8 million Latinos, who account for 20 percent of the total population.
- **Party Affiliation:** New Jersey's Latino registered voters are more likely to be registered Democrats than non-Latinos (47 percent compared to 36 percent). Similarly, Latinos are far less likely to be registered as Republicans than non-Latinos (9 percent compared to 23 percent). Over 40 percent of both Latinos and non-Latinos are not affiliated with either major party.
- **Age:** New Jersey's Latino registered voters tend to be somewhat younger than non-Latinos with 18-24 year olds comprising 12 percent of registered Latinos, compared to 9 percent of non-Latinos. Similarly, 20 percent of Latino registered voters are 25-34 year olds, compared to 16 percent of non-Latinos. Over half of non-Latino registered voters are 50 and older, compared to 40 percent of Latinos.
- **Latino Political Representation:** In 2016, 145 Latinos served in elected office in New Jersey, with 92 percent serving at the local level, including county, municipal,

school board, and judicial and law enforcement officials. This is compared to 1996, when only 35 Latinos served in office in the state.

- **Latinos in the Gubernatorial Race:**
 - In the open seat contest for the gubernatorial race, Lt. Governor and Secretary of State Kim Guadagno (R) faces former U.S. Ambassador to Germany and banking executive Phil Murphy (D). Guadagnos' running mate is Woodcliff Lake Mayor Carlos Rendo (R), the first Latino mayor of that borough. If the Guadagno-Rendo ticket were to win, Rendo would be the state's second Lt. Governor and the first Latino to hold that post.
- **Latinos in State Senate Races:**
 - All three Latino incumbent State Senator races are running for re-election, with good prospects of victory: Nilsa Cruz-Perez (D), Nellie Pou (D), and M. Teresa Ruiz (D).
 - Latinos challenging incumbents face tougher contests.
 - Joseph Bonilla (R) is trying to unseat State Senator Nicholas Scutari (D) in the 22nd Legislative District.
 - Herminio Mendoza (R) faces State Senator Sandra Cunningham (D) in the 31st Legislative District.
 - Hackensack Board of Education Member Modesto Romero (R) is challenging State Senator Loretta Weinberg (D) in the 37th Legislative District.
- **Latinos in State Assembly Races:**
 - Seven of New Jersey Latino incumbent State Assemblymembers are running for re-election, and are likely to win their contests: Democrats Marlene Caride, Annette Chaparro, Angelica Jimenez, Gabriela Mosquera, Eliana Pintor Marin, Vincent Prieto, and Annette Quijano.
 - Yvonne Lopez (D), executive director of the Puerto Rican Association for Human Development, Inc. in Perth Amboy, is running a competitive contest in the 19th Legislative District.

Latino voters in New Jersey have until October 17, 2017 to register to vote in this year's election. As we near Election Day, NALEO Educational Fund will continue its efforts to ensure that Latino voters have the information necessary to make their voices heard at the ballot box. These efforts include operating the NALEO Educational Fund toll-free bilingual hotline **1-888-VE-Y-VOTA (1-888-839-8682)** that provides Latino voters with information on every aspect of the electoral process, from registering to vote, to voter ID requirements, to finding their polling place.

NALEO Educational Fund, along with the Hispanic Bar Association of New Jersey (HBA-NJ) and the Statewide Hispanic Chamber of Commerce of New Jersey (SHCCNJ), recently launched a non-partisan New Jersey Latino Gubernatorial Appointments Task Force (NJ Latino Task Force) that will aim to increase the number of Latinos in administration positions following the gubernatorial election.

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-profit, non-partisan organization that facilitates full participation of Latinos in the American political process, from citizenship to public service.